



Investor Day

24 October 2022



POWERED EXPONENTIALLY



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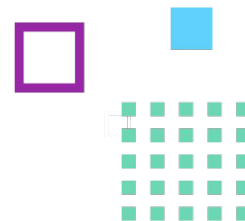
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Acknowledgement of Country



We open this gathering by acknowledging the traditional custodians of the land we are meeting on today. We pay our respects to their Elders, past, present and emerging, for they hold the hopes, dreams, traditions and cultures of Aboriginal Australia.




Agenda



1. Welcome
2. Intro to XPON
3. Industry landscape
4. Go to market
5. *break*
6. Products and value proposition
7. Financial strategy
8. Panel Q&A



Company overview: XPON is a Cloud and MarTech company

 We help businesses
make sense of their
customer data,

and use it
to unlock
exponential
growth.





Intro to XPON

Matt Forman

Group Managing Director, Founder,
XPON Technologies Group



Who you will hear from today



Jennifer Killian

Chief Marketing &
Experience Officer



Matt Daniels

Chief Technology &
Security Officer



Simon Pereira

Chief Commercial
Officer



Ben Fogarty

Co-CEO XPON
(UK)



Chris Rozic

Co-CEO XPON
(AU)



Leanne Wolski

Chief Financial
Officer

Mission



Empower marketing
and customer
experiences of
the future.



POWERED EXPONENTIALLY



Company snapshot

Share price



Market
Capitalisation*
\$47.1m

Cash*
\$6.9m

Enterprise
Value*
\$40.2m

*As at 30 Sep 2022

Established
August
2019

Listed
16 Dec
2021
@20c

Major shareholders

Shareholders	No.	%
Board & management	156,498,856	51.5
Institutions / Retail	147,109,313	48.5
Total	303,608,169	100.0



Macro business drivers

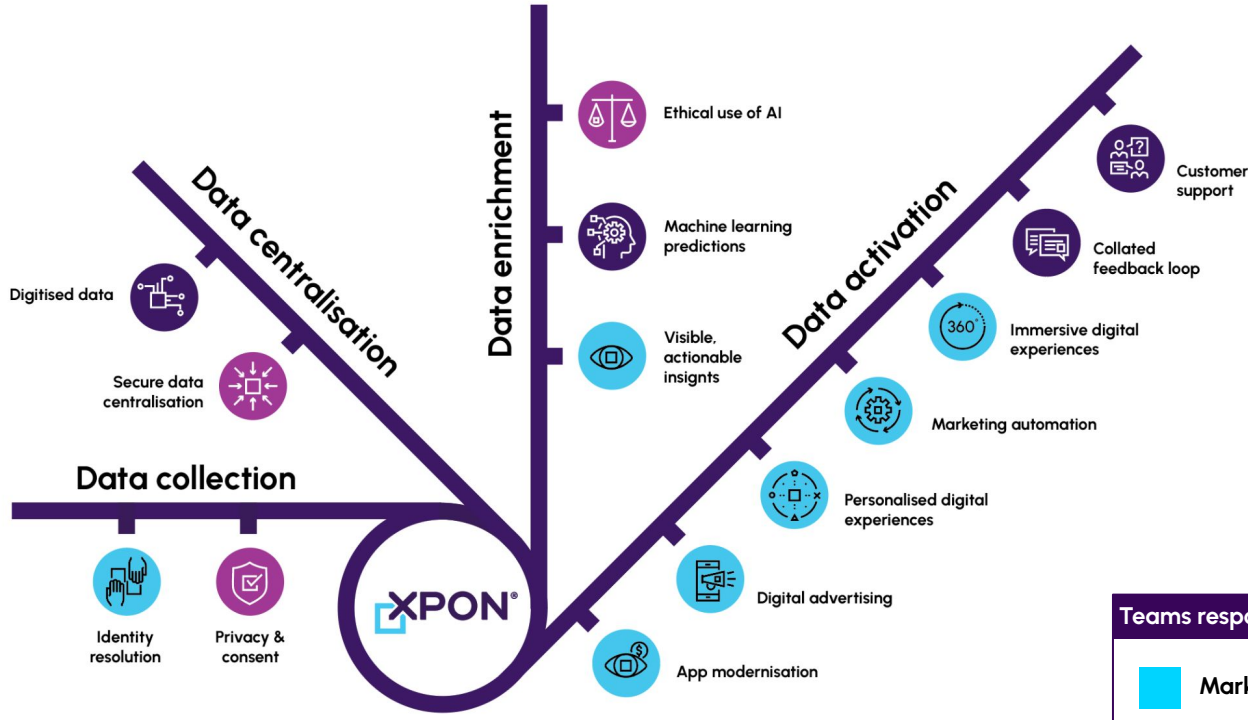
Convergence of trends position XPON for growth, including:

- The increased data privacy and security regulation by governments;
- The continued degradation of third-party advertising cookies;
- The increased demand for personalised experience by end consumers; and
- An increased awareness and interest around Extended Reality (XR) and the journey to the Metaverse based around XPON's HoloScribe platform





Industry value chain



XPON serves as a catalyst to break down data silos, so the organisation benefits from a secure, holistic view of their consumer.

Teams responsible



Marketing



Operations



IT



Scalable complementary offerings



XPON Technologies Group
Corporate Services
People & Culture
Brand & Marketing
Finance
Operations
IT

Solutions

Initially lands a customer by deploying and optimising marketing technologies (MarTech) and advertising technologies (AdTech); leveraging Big Data Analytics (BDA) to improve marketing effectiveness; developing consumer-facing applications and digital experiences; supporting cloud infrastructure and technologies.

Products



Develops innovative proprietary technologies - powered by machine learning (ML) and artificial intelligence (AI) - that enable businesses to create highly personalised, deeply immersive digital experiences with consumers.

XPON's flagship Customer Data Platform (CDP), Wondaris[®], centralises customer and marketing data and generates actionable insights for automated campaign activation.

XPON's Extended Reality technology Holoscribe offers easy publication of 360-degree content that enables brands to create highly immersive digital experiences.

Growth pillars



Strengthen existing solutions, may include strategic acquisitions



Expand value creation, product adoption from existing customers



Expand sales & marketing capacity



Expand channel relationships



Extend Wondaris platform ecosystem



The evolving role of marketing

Jennifer Killian

CMXO, XPON Technologies Group

Elaine Herlihy

Chief Marketing & Product Officer, OFX





The evolving role of marketing

Jennifer Killian

CMXO, XPON Technologies Group

Elaine Herlihy

Chief Marketing & Product Officer, OFX



The dynamic privacy landscape

Matt Daniels

CTSO, XPON Technologies Group





A look back

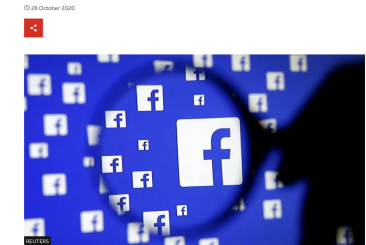
Revealed: 50 million Facebook profiles harvested for Cambridge Analytica in major data breach

Whistleblower describes how firm linked to former Trump adviser Steve Bannon compiled user data to target American voters

- **I made Steve Bannon's psychological warfare tool: meet the data war whistleblower**
- **Mark Zuckerberg breaks silence on Cambridge Analytica**

5:42 pm Fri 21 Oct 2018

Facebook sued over Cambridge Analytica data scandal



By Cristina Cridde
Technology reporter

Facebook is being sued for failing to protect users' personal data in the Cambridge Analytica breach.

The scandal involved harvested Facebook data of 87 million people being used for advertising during elections.

Mass legal action is being launched against Facebook for misuse of information from almost one million users in England and Wales.

Mass legal action is being launched against Facebook for misuse of information from almost one million users in England and Wales.



6:39 pm Fri 21 Oct 2018

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Meta settles lawsuit in Cambridge Analytica scandal

Aug 28, 2022 - 5:53pm [Save](#) [Share](#)

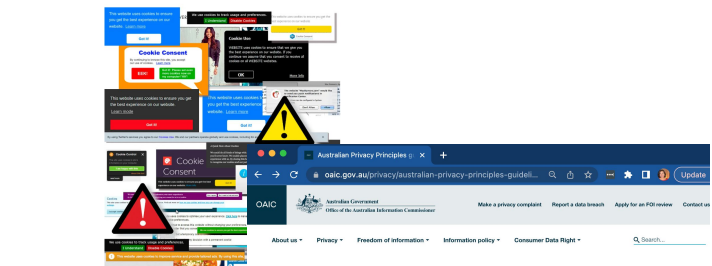
San Francisco | Facebook's corporate parent has reached a tentative settlement in a lawsuit alleging the world's largest social network service allowed millions of its users' personal information to be fed to Cambridge Analytica, a firm that supported Donald Trump's victorious presidential campaign in 2016.

Terms of the settlement reached by Meta Platforms, the holding company for Facebook and Instagram, were not disclosed in court documents filed on the weekend. The filing in a San Francisco federal

The New York Times

Getting a Flood of G.D.P.R.-Related Privacy Policy Updates? Read Them

10 DR Articles [Share](#) [Bookmark](#) [Comment](#) 68



By Brian X. Chen
May 23, 2018

You have probably noticed a flood of emails and a companies in the last few weeks informing you at their privacy policies.

Don't ignore them.

Yes, there is a lot of legalese to wade through. But temptation to immediately delete those emails or right away. They may contain important information managing your digital privacy at a time when it's that our online data is far from safe.

Australian Privacy Principles guidelines

22 July 2019

The Australian Privacy Principles (APPs) guidelines outline the mandatory requirements of the APPs, how we'll interpret the APPs, and matters we may take into account when exercising our functions and powers under the Privacy Act 1988 (the Privacy Act).

Both the APPs and the APP guidelines apply to any organisation or agency the Privacy Act covers. The Privacy Act covers Australian Government agencies and organisations with an annual turnover of more than \$3 million, and some other organisations.

Download the complete print version (combined July 2019)

Summary of version changes to APP guidelines
Chapters of the APP guidelines are updated individually. This page contains archived versions of each chapter, and notes on the changes between versions for each chapter.

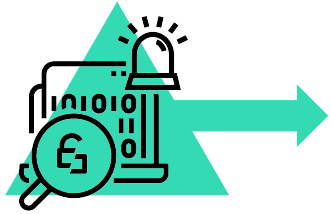
Preface
Preliminary pages and preface by John McMillan.

The data regulation law centers on two main principles. The first is that companies need your consent to collect your data. The second is that you should be required to share only data that is necessary to make their services work.



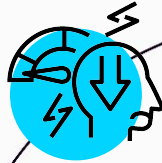
Evolving privacy landscape

Breach happens



1

Erosion of consumer trust

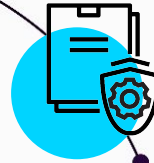


2

Regulatory changes

Examples:

- GDPR
- CCPA
- AAP



3

Industry changes

Examples:

- Apple Privacy Controls
- Third-party cookie deprecation



4

Fragmented User experiences

Causing:

- Lack of control over data
- Frustration for consumers



XPON way to break the cycle:
Build trust via value exchange and transparency





Go to market

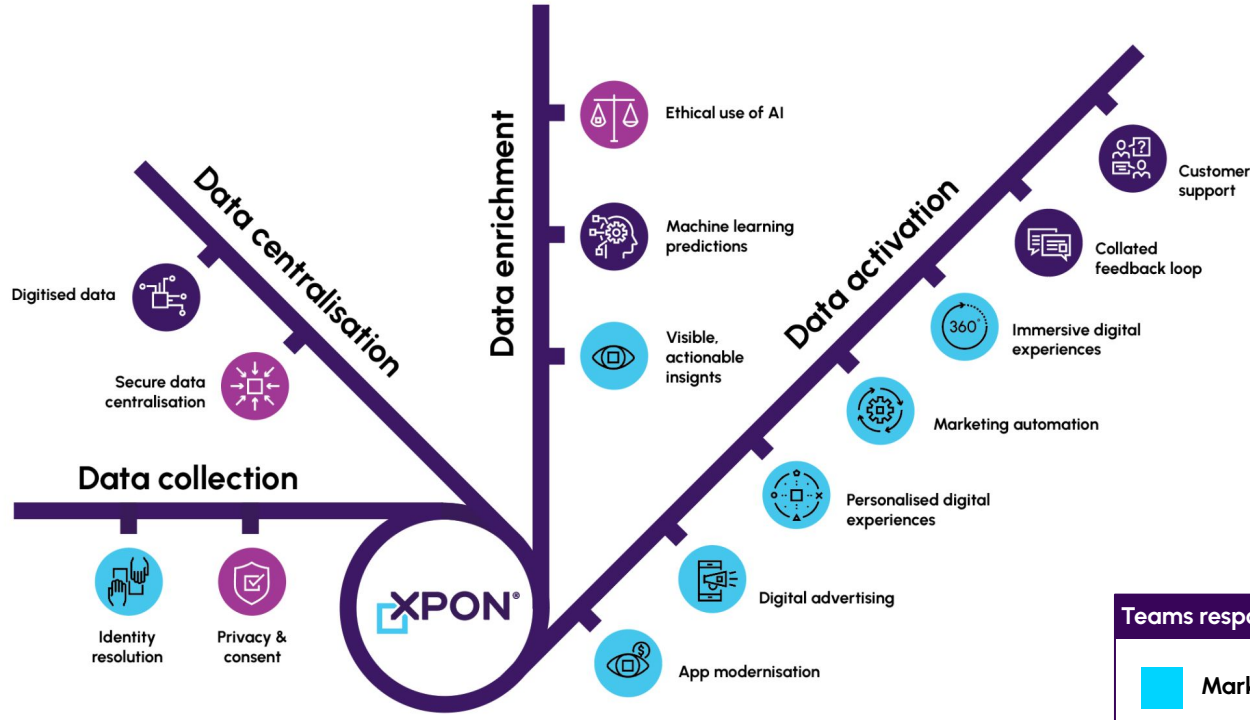
Simon Pereira

Chief Commercial Officer - XPON





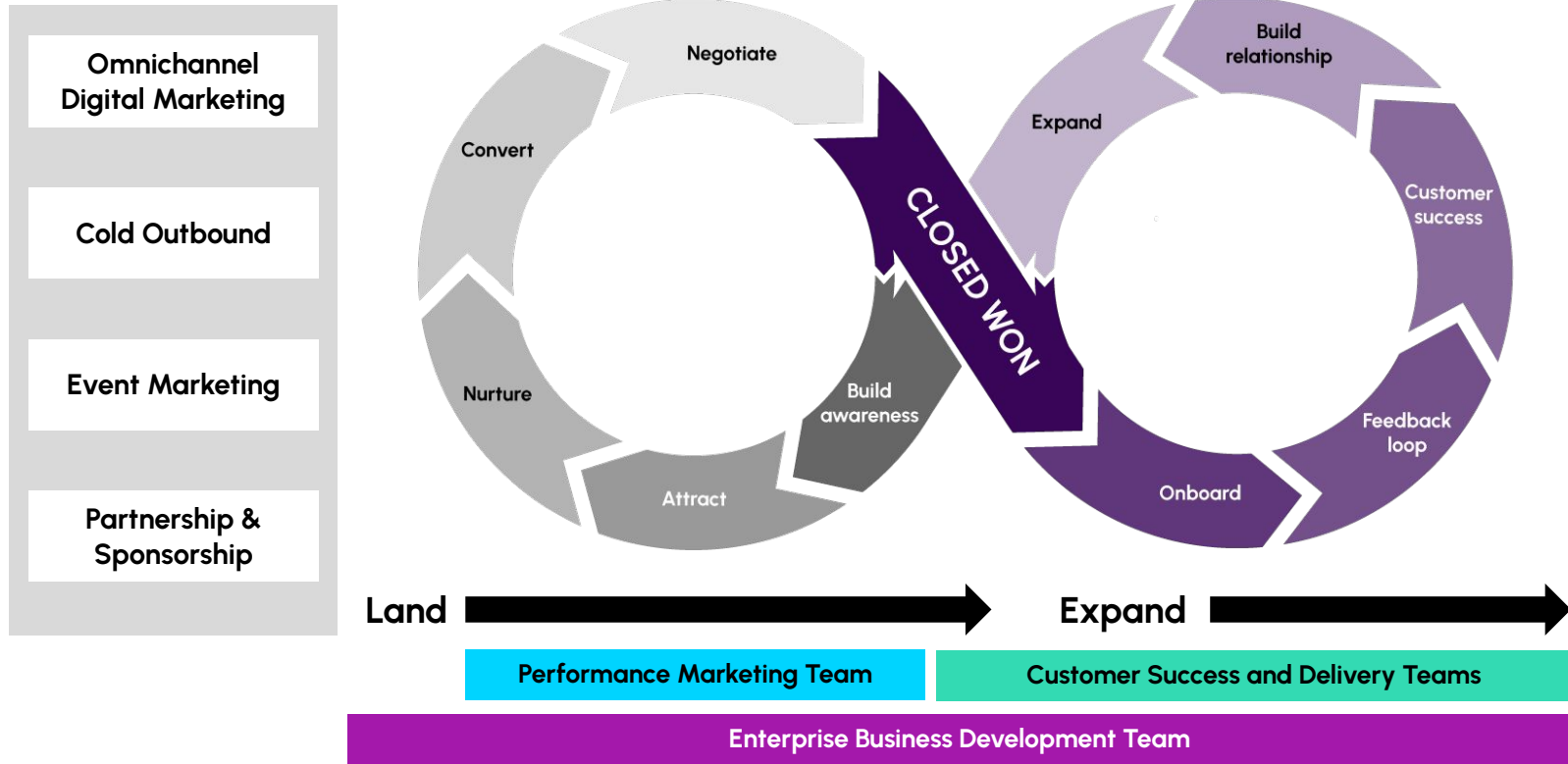
Opportunity segmentation



XPON serves as a catalyst to break down data silos, so the organisation benefits from a secure, holistic view of their consumer.



XPON GTM structure

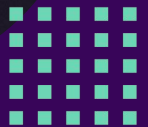




Our products

Ben Fogarty Co-CEO - XPON

Chris Rozic Co-CEO - XPON



Connecting our products to meet customers' needs



How to
optimise
revenue?

How to
attract high
value
audiences?

Competitive advantage comes from the ability to:

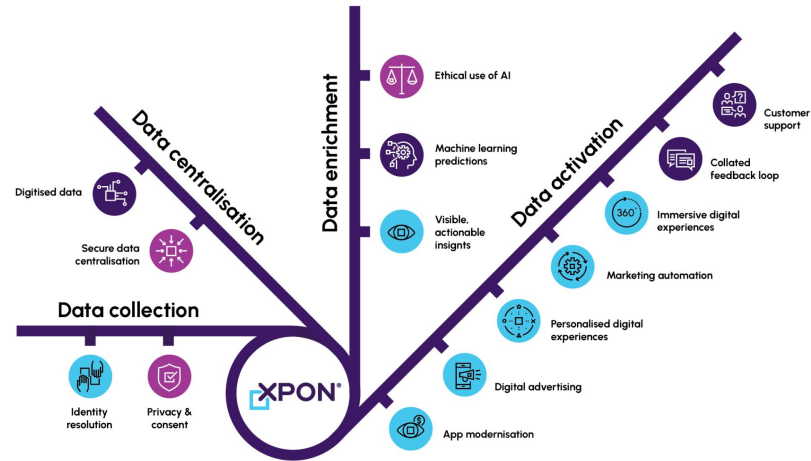
- 1 **Learn** about our customers faster
- 2 Ability to turn that learning **into action faster**



Connecting our products to meet customers' needs

How to optimise revenue?

How to attract high value audiences?



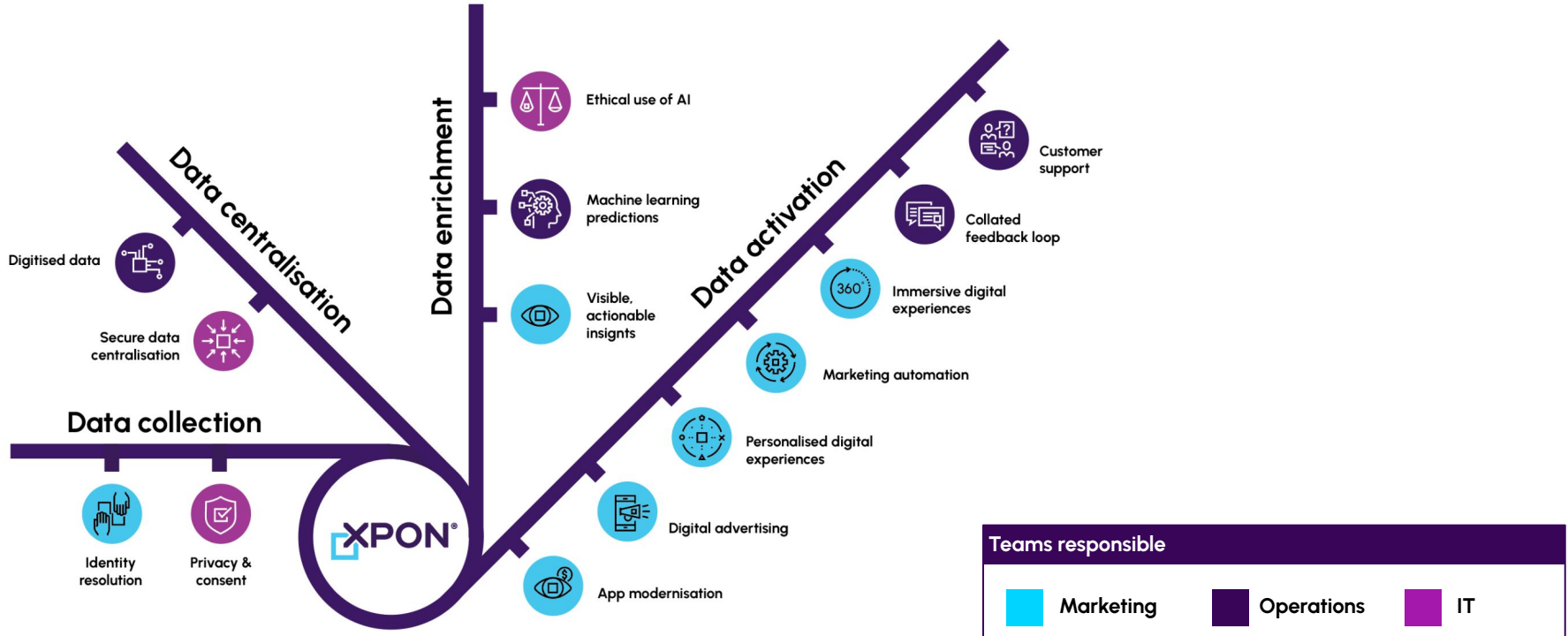
holoscribe wondaris®
CUSTOMER DATA PLATFORM

POWERED BY XPON

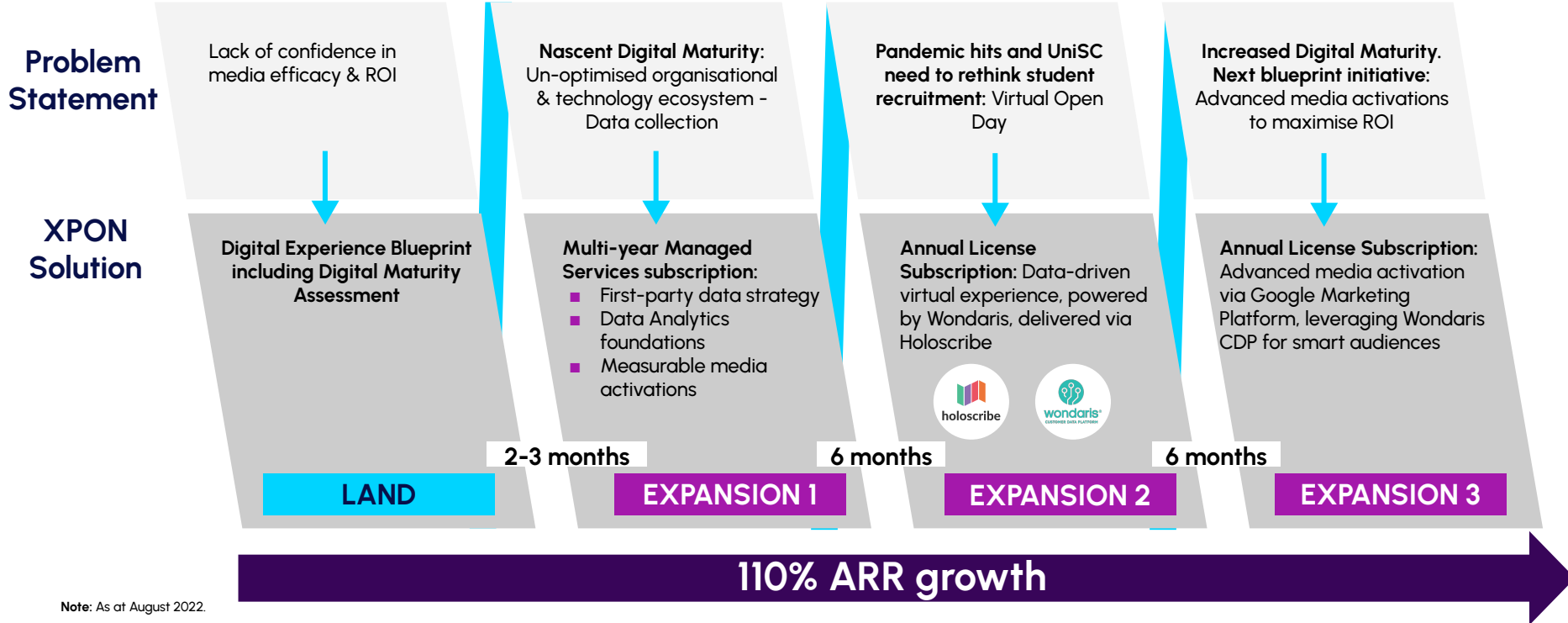
Partner technologies



Missing link? Acting upon improved data > CX



XPON case study: Land & Expand



Note: As at August 2022.

Client Outcomes: University of Sunshine Coast (UniSC)



10k

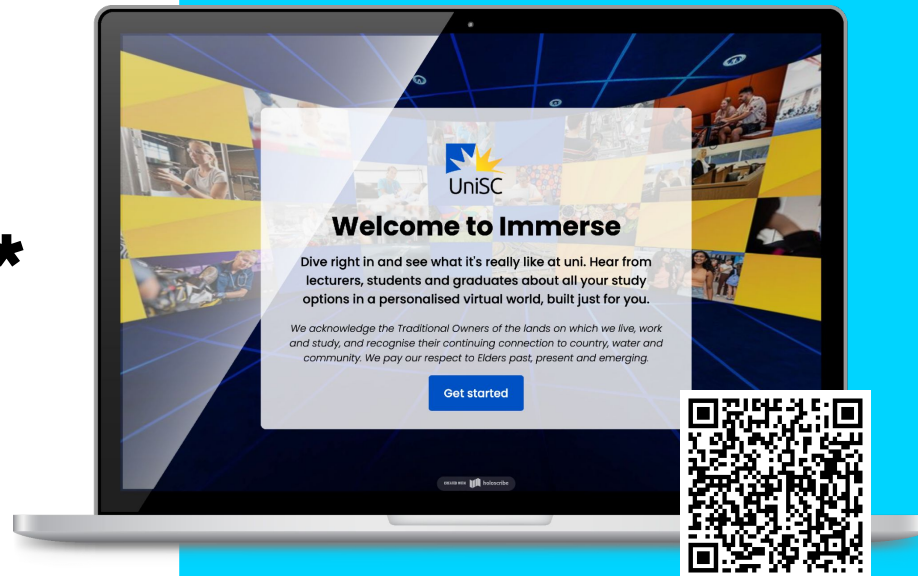
registered attendees

46%

% of long-term visitor expectations were exceed by

3.7x*

Average pages



Note: *9.3 pages compared to 2.5 pages /session on static pages of UniSC's website

**<https://www.crn.com.au/feature/crn-impact-awards-datiscan-takes-usc-open-day-virtual-with-mixed-reality-569250>



Financial strategy

Leanne Wolski

CFO, XPON Technologies Group





Q1 FY23 results: Key metrics

Strong growth in Q1 FY23 vs. Q1 FY22

\$18.2m 66%¹
ANNUALISED RECURRING REVENUE (ARR)

\$4.3m 44%
REVENUE

\$3.0m 61%
GROSS PROFIT

69% 7ppt
GROSS PROFIT MARGIN

\$6.9m
CASH

99.8%²
RECURRING REVENUE

Note:

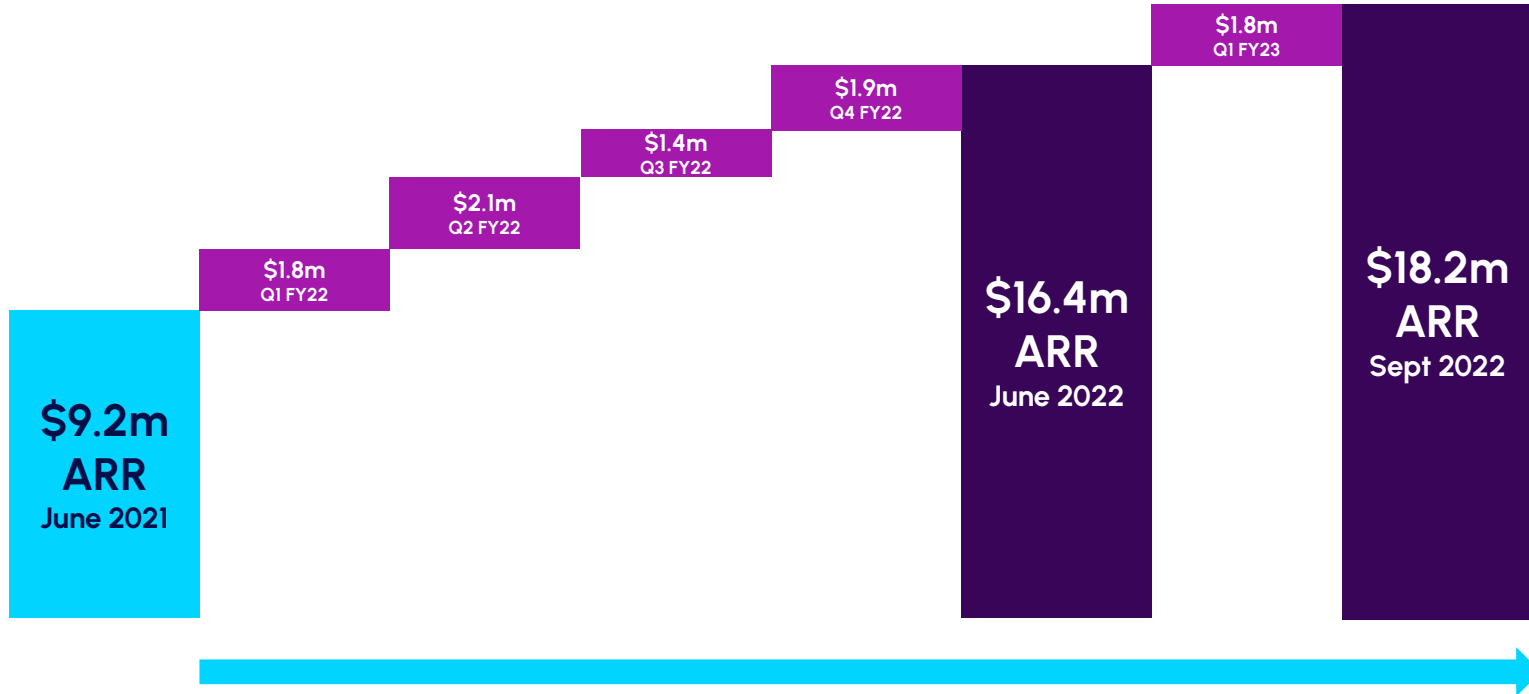
1. This operating metric has not been subject to review by auditors.

2. Recurring revenue % - recurring revenue as a percentage of total revenue for the quarter ended 30 September 2022. (unaudited)



ARR growth^{1,2}

Strong continued momentum with 66% growth YoY.



Note:

- 1. Refer to glossary for definitions
- 2. This operating metric has not been subject to review by auditors.

66% growth YoY



Unit economics^{1,2,3}

XPON continues to exhibit compelling unit economics underpinned by the successful 'land and expand' strategy

99.4%

AVERAGE MONTHLY
CUSTOMER RETENTION RATE

172%

REVENUE RETENTION RATE

\$639k

LIFETIME VALUE PER
CUSTOMER

11x

LTV/CAC RATIO

\$57k

CUSTOMER ACQUISITION
COST (CAC)

9^{mth}

CAC PAYBACK

\$136m

TOTAL CUSTOMER
LIFETIME VALUE

Note:

1. Q4 FY22 vs Q1 FY23

2. Refer to glossary for definitions

3. The unit economics have not been subject to review by auditors.



Formula for sustainable growth

x powered by strong unit economics

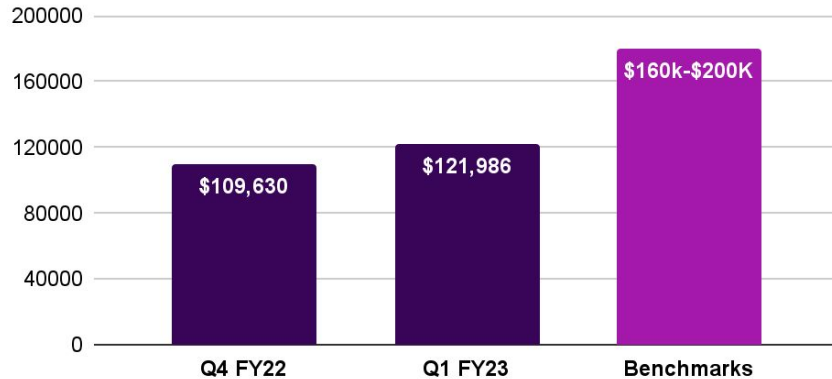




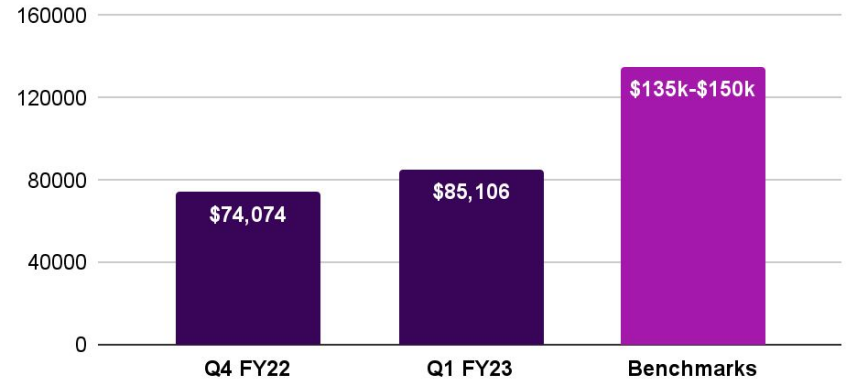
Operating leverage

Headroom available to achieve industry benchmarks for both revenue and gross profit per headcount

Q1 FY23 Annualised Rev per Headcount vs Benchmarks



Q1 FY23 Annualised Gross Profit per Headcount vs Benchmarks



Q&A panel



Matt Forman



Leanne Wolski



Jennifer Killian



Simon Pereira



Matt Daniels



Thank you
xpon.ai/investors

